



# The future of Sales Compensation



**qobran**

# About us



In 2020, Antoine Fort, Tanguy Moullec, and Axel Poitral saw a need for change in sales commission management. Frustrated by time-consuming, error-prone Excel spreadsheets, they envisioned a solution that would simplify commission calculations, improve accuracy, and increase transparency across revenue teams.

This vision became Qobra: an all-in-one, automated sales compensation platform designed to align and empower Sales, Sales Ops, and Finance teams.

Qobra's mission is simple yet impactful: to replace outdated processes with automation that saves time, reduces errors, and drives motivation across teams. Sales Operations teams gain back hours with automation, Sales teams gain clear visibility into their earnings, and Finance teams secure payout accuracy and compliance, creating a seamless and trustworthy commission process that fuels company growth.

## → Why is it so important to optimize commissions?

A well-designed, transparent commission plan acts as a powerful motivator for sales teams, driving them to meet and exceed targets that support your strategic objectives. When sales reps understand exactly how they're rewarded, they stay focused, motivated, and aligned with your company's goals.

However, commission plans often involve complex parameters—like sales targets, tiers, and bonuses—that can easily lead to errors, delays, and a lack of transparency if managed manually in Excel.

By optimizing your commission process, you not only improve calculation accuracy and payment timeliness but also boost overall team productivity and alignment across departments like Finance, Sales, and Operations.

## → Qobra benefits

# Automate

Any commission plans automated in real-time. Easily calculate any commissions through automation in real-time, with reliability and flexibility.

### ✓ INTEGRATE ALL YOUR DATA SOURCES

Connect your data with our seamless, native integrations, so you never have to manually import and export files again.

### ✓ FLEXIBLE AND INTUITIVE NO-CODE

Forget commission errors due to Excel and set up your commission plans in a few clicks using our no-code platform.

### ✓ RELIABLE AND REAL-TIME COMMISSIONS

Give real-time access to targets and commission data at any time for every team to increase sales motivation and performance through Qobra's dashboards.

**Monthly Compensation** DRAFT

AE plan Recurring Each month

Preview results as Daniel Balak in December 2024

**1 Prepare data** Next

**A Opportunities** B Activities + New scope

Opportunities

Filters Fields Sort

**i** Date filters are based on this reference date for computation: 2024-12-31

Select filters to apply to your object to get desired data.

USER **Owner** is **Statement user**

DATE **Close date** is **month of** **Statement date**

+ Add a condition + Add a condition group

Cancel Apply changes

EXPECTED REVENUE	INDUSTRY	CLOSE DATE
€ 2,100.00	Production	2024-07-30
€ 4,600.00	Education	2024-03-08
€ 6,000.00	Retail	2024-11-03
€ 1,400.00	Retail	2024-02-12
€ 3,400.00	Production	2024-10-09
€ 5,600.00	Education	2024-11-01
€ 3,400.00	Retail	2024-01-23
€ 900.00	Education	2024-10-09
€ 6,400.00	Retail	2024-09-01
€ 4,700.00	Education	2024-10-24
€ 5,400.00	Production	2024-11-01
€ 800.00	Production	2024-06-06
€ 3,300.00	Education	2024-03-09

# → Qobra benefits

## Manage

Take back control of your commission management. Manage commissions without stress and make the best decisions with robust commission reports by users and team.

### ✓ FLEXIBLE COMPENSATION MANAGEMENT

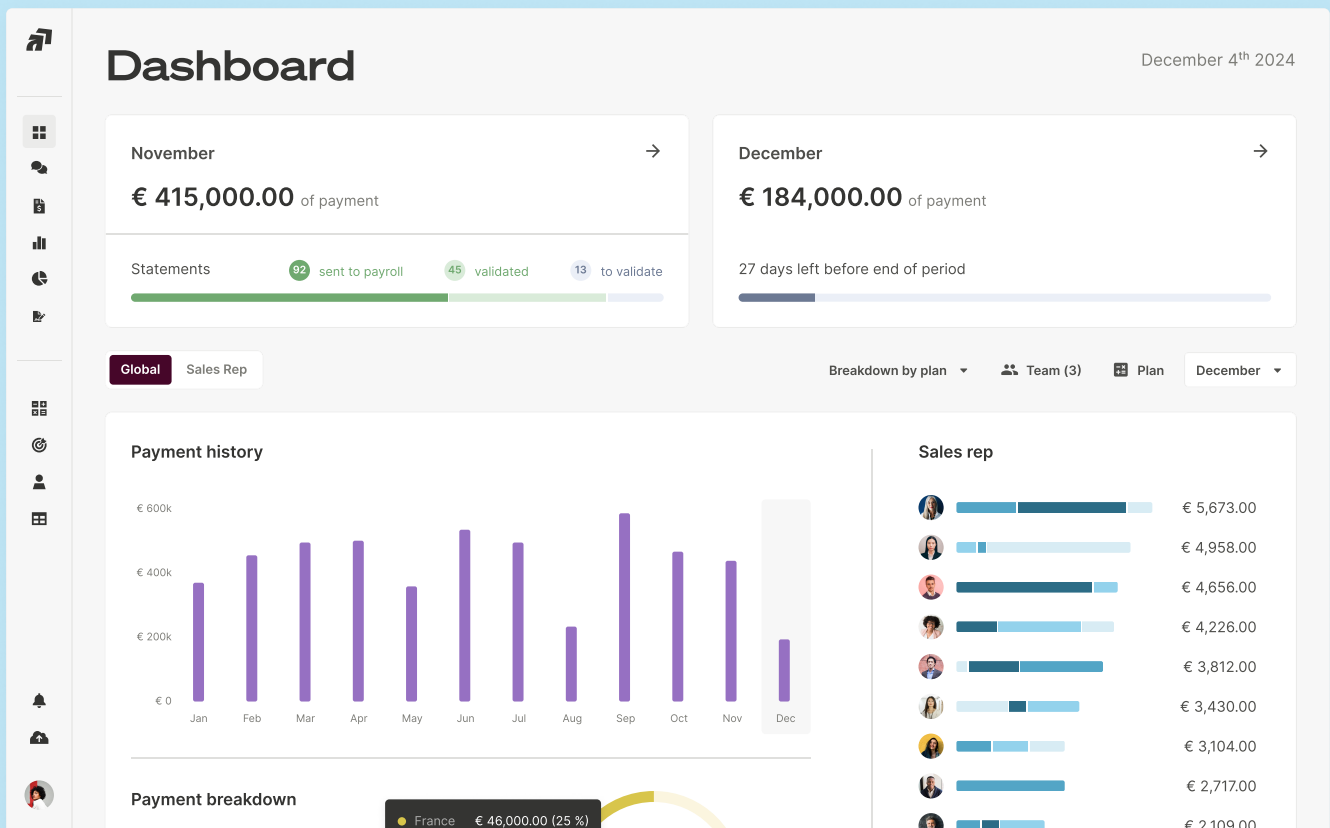
Create and manage your teams hierarchy in Qobra with high security level due to advanced access control.

### ✓ HIGH AND FLEXIBLE VALIDATION PROCESS

Collaborate smoothly with built-in discussion features, to stay flexible and better manage exceptions.

### ✓ AGGREGATE PERFORMANCE MANAGEMENT

Access in one click to high commission reporting by user & teams to drive strategic decisions and ensure financial success.



# → Qobra benefits

## Engage

Give trust & visibility to drive performance. Give complete commission visibility to your Sales reps to increase motivation and performance.

### ✓ TRANSPARENCY AND VISIBILITY ON COMMISSIONS

Give sales reps visibility and transparency over their commissions, to bring alignment and get rid of end-of-month frustrations.

### ✓ STIMULATE AND MOTIVATE

Increase Sales Reps motivation with real-time commission updates and stimulate sales performance by creating in-app challenges.

### ✓ COMMENT, VALIDATE & PAY

Pay commissions with 100% reliability on time through our validation workflow, involving managers, HR and finance departments.

The screenshot displays the 'Statements' section of the Qobra application. On the left, a sidebar lists several users with their roles: Ahmad George (UK ACCOUNT EXECUTIVE), Cristofer Ekstrom Bothman (CUSTOMER SUCCESS), Brandon Culhane (UK ACCOUNT EXECUTIVE), Kierra Workman (UK ACCOUNT EXECUTIVE), Livia Dias (ONBOARDING MANAGER), Omar Westervelt (CUSTOMER SUCCESS), Marilyn George (UK ACCOUNT EXECUTIVE), and Kadin Geidt (ONBOARDING MANAGER). The main panel shows the statement for Daniel Balak, a UK Account Executive, for December 2024. It indicates a payment of €1,200.00 for this period. Below this, there are tabs for 'Monthly Compensation', 'Quarterly Team Compensation', and 'Manual', with 'Monthly Compensation' selected. A progress bar shows the payment status. A table lists performance metrics: Monthly Compensation (€1,950.00), Achievement (110%), Total MRR (€143,000.00), Monthly target (€130,000.00), and Nominal package (€1,600.00). At the bottom, there are tabs for 'Closing of the month' and 'Full Pipeline', with 'Closing of the month' selected. A table below shows a list of opportunities with columns for Opportunity, Expected Revenue, Industry, and Close Date.

OPPORTUNITY	EXPECTED REVENUE	INDUSTRY	CLOSE DATE
OptimEngagement	€ 2,100.00	Production	2024-10-09
Star Square	€ 4,600.00	Education	2024-03-09
The Wonder Collective	€ 3,000.00	Retail	2024-10-24
The Hive	€ 3,400.00	Education	2024-03-08
Cell value	Cell value	Cell value	2024-01-23
Cell value	Cell value	Cell value	2024-11-01



# +20%

Increase in sales performance by adopting Qobra.

## 100% Reliability

In calculating and managing commissions with Qobra's advanced automation, to help you make the best business decisions.

## 5 Days

Saved per month in commission management processes with our automated technology, allowing more time to focus on lead generation.



## Operations teams' issues on the sales commission topic

- ✗ Reliance on manual data entry for data management
- ✗ Complexity in managing multiple commission structures
- ✗ Lack of a centralized system for commission tracking and validation
- ✗ Low trust due to lack of transparency in commission calculations and payouts

## Qobra's solutions

- ✓ Skip manual Excel tasks & integrate every data in a second
- ✓ Manage several commissions plans with incredible flexibility
- ✓ Host commission validation on a single platform
- ✓ Increase trust to drive sales retention



### **make**

“ We have sales engineers, account managers, sales reps, everyone has slightly different plans but connected to each other. With Qobra, we can have different models that we reuse for the same jobs, while being able to adjust a few small variables.

#### **Tomas Hons**

GTM Strategy & Operations Manager at *Make*



### **mangopay**

“ Unlike Excel, where you have to make changes for each new period, while running the risk of making mistakes. With Qobra, once the commission plans have been implemented, apart from a few minor changes during the year, everything runs smoothly!

#### **Marion Braud**

Revenue Operations Expert at *Mangopay*

## Finance teams' issues on the sales commission topic

- ✗ Limited or fragmented financial visibility and insights
- ✗ Time-consuming and error-prone commission validation processes
- ✗ Rigid commission management systems
- ✗ Lack of clarity and detail in financial reporting, leading to confusion and difficulty in interpreting financial performance

## Qobra's solutions

- ✓ Optimize your financial insight with Qobra's reporting capabilities
- ✓ Effortless commission validation with Qobra
- ✓ Manage several commission plans with complete flexibility
- ✓ Benefit from clear, detailed financial reporting



**Pretto**

It also gives visibility to the Finance department, which can easily see how much we're going to spend. There are no more last-minute surprises from a financial point of view. It also allows us to control our costs and produce nice forecasts so we know what we're going to be spending over the next 4 or 6 months.

**Nicolas Cherpantier**  
Head of Finance at *Pretto*



**nextlane**

With Qobra, we finally have the ability to scale our commissioning plans while implementing central governance with the Finance and Operations team.

**Jean-Louis Baffier**  
CRO at *Nextlane*



Over the year 2022, we're averaging 123% individual performance, and Qobra is part of one of the links that provides this motivation and makes us perform on a daily basis.

**Clémentine Platel-Paris**

Head of Sales Southern Europe at Spendesk



Where Qobra has really been relevant for us is mainly in the closing phases, getting an additional contract, a few thousand euros more, and having the visibility of what it brings to the end user. It's a real plus! I can even quantify it: since we've been using the Qobra tool, we've probably achieved a 10% to 15% increase in results

**Romain Darbon**

Business Manager at Figaro Classifieds

## Sales teams' issues on the sales commission topic

- ✗ Lack of transparency and trust in commission and sales processes
- ✗ Insufficient motivation and engagement among sales reps
- ✗ Lack of visibility into commission structures and earnings potential
- ✗ Difficulty in aligning individual goals with broader business objectives

## Qobra's solutions

- ✓ Increase trust to drive sales retention
- ✓ Leverage sales motivation with real-time notifications
- ✓ High visibility on commissions drives high performance
- ✓ Use challenges to achieve your business objectives



## Doctolib

“We're so happy with Qobra that the teams hear so much about it, that Sales Operations Managers for other teams are in a bit of a “I want Qobra too” mode!

**Joséphine Bénard-Sweertvaegher**  
Performance Associate at *Doctolib*

## botify

“Wanted to drop a note and say Qobra has been super amazing and crystal clear! Way better than Quotapath and I love their emails with cute memes as well.

**Farhana Yazid**  
Business Development at *Botify*

## nextlane®

“I have never experienced something comparable to Qobra.

**Marc Bolduan**  
Head of Sales at *Nextlane*

# WALL



“The onboarding manager was exceptional in her support and in optimising our commission plan. Thanks again for her professionalism.

**Maxime Burrelly**  
Director of Corporate Relations at *Toccata*



## hosman

“We've been working with Qobra for 2 months now, and it's been a success! It's enabled us to streamline our processes upstream, but above all the tool is brilliant! The visualisation is top-notch, and the support has been incredible!

**Aloys De Lobkowicz**  
Revenue Operations at *Hosman*

**indy**

||| Honestly, the tool is top-notch. It's really easy to use and brings a lot of transparency to the teams. Honestly, it's pretty amazing. And you see, to tell you the truth, we've reviewed all our tools. We thought, OK, what can we kill, what can we replace, what can we touch, what can we leave alone? And unanimously it was Qobra we don't touch, it stays as it is, we keep it, there's no debate.

**Martin Dambrine**  
Business Analyst at *Indy*



**AGICAP**

||| You really have a great product that helps me get the visibility I need as a Salesperson.

**Hector Sola Garcia**  
Account Executive at *Agicap*

# WE LOVE

**ankorstore**

||| I love the tool, it's really easy to use, it's very responding and you guys are amazing cause every time I got an issue, I got an answer like in 5 minutes.

**Cecilia P.**  
Account Manager at *Ankorstore*

**iBanFirst**  
Trust beyond borders

||| Qobra is the best software company I ever worked with. I'm really glad we are working with you. Especially your product, availability and the ability to participate in the evolution of the product!

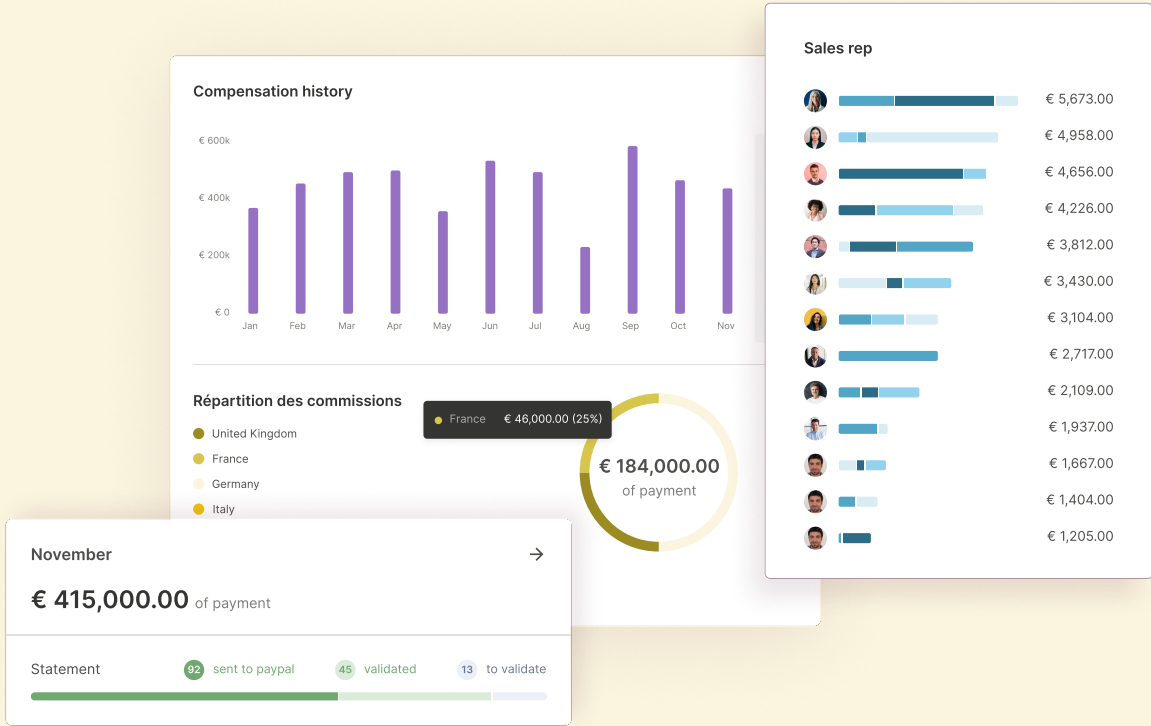
**Henri Zundel**  
Head of Revenue Operations at *iBanFirst*

**ogury**

||| Qobra is AMAZING! Thank you thank you thank you for this software.

**Renee Paris**  
VP Customer Success at *Ogury*





**+150**  
CUSTOMERS

**+300M€**  
MANAGED  
COMMISSIONS

**+20,000**  
USERS



Rated 4,7/5



Rated 4,8/5



Rated 4,8/5



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